

MEMORANDUM FOR RECORD

SUBJECT: Golf Advisory Council Meeting 19 Aug 05

Council attendees:

Attended (Y/N)

| | |
|---|---|
| -COL John Koster (Chairman) | Y |
| -MAJ Phil Hunt (Officer& Mil Retired Rep) | Y |
| -John Gehbauer (Civilian Retired Rep) | Y |
| - SFC Miller (Enlisted Daily Fee Rep) | N |
| -Sue Coppola (Ladies Rep) | N |
| -Brian Wolfinger (Advance Fee Rep) | Y |
| -Walt Wurster (PGL Rep) | N |
| | |
| -Lee Moreau (Director, MWR) | Y |
| -Matt Mugavero (MWR Golf Pro/Mgr) | Y |
| -Mike Brown (MWR Golf Superintendent) | Y |
| -Chris Kunkel (MWR Bus/Rec MGR.) | Y |
| -Sue Elias (MWR Services/Marketing) | Y |

Note: MAJ Hunt mentioned that SFC Miller (EOD) volunteered as the council representative for the enlisted/daily fee category.

It was discussed whether or not to add a Veteran and a First Responder representative(s) to the council. At this time the council is not inclined to further increase the size of the council and are of the consensus that customer's interests were adequately represented via the above categories.

1. Golf Professional's Report:

a. Advance Fee Patron Update (As of Sept 1, 2005)

| <u>Patron Category</u> | <u>Primary</u> | <u>Dependent Full</u> | <u>Dependent Limited</u> |
|--|----------------|-----------------------|--------------------------|
| Active Duty Military | 8 | 0 | 0 |
| Retired Military | 95 | 7 | 20 |
| Reserve/OT Military | 23 | 2 | 1 |
| Active Civilian | 134 | 3 | 15 |
| Retired Civilian | 146 | 4 | 39 |
| DOD Contractor | 6 | 0 | 1 |
| Commander Approved (incl First Responder) | 10 | 0 | 1 |
| Widows | 4 | 0 | 0 |
| Veteran AF | 73 | 1 | 6 |
| Subtotal | 499 | 17 | 83 |
| | | | |
| Grand Total | 599 | | |

SUBJECT: Golf Advisory Council Meeting 19 Aug 05

Comment:

The current number of AF memberships has increased slightly with the inception of the Annual Fee Veteran Program and the 1st Responder Commander Approved category. While other categories continue to drop in enrollment, these two categories are showing strong gains. A steady promotion of letters and email to existing Daily Fee members and local legion halls is in the process.

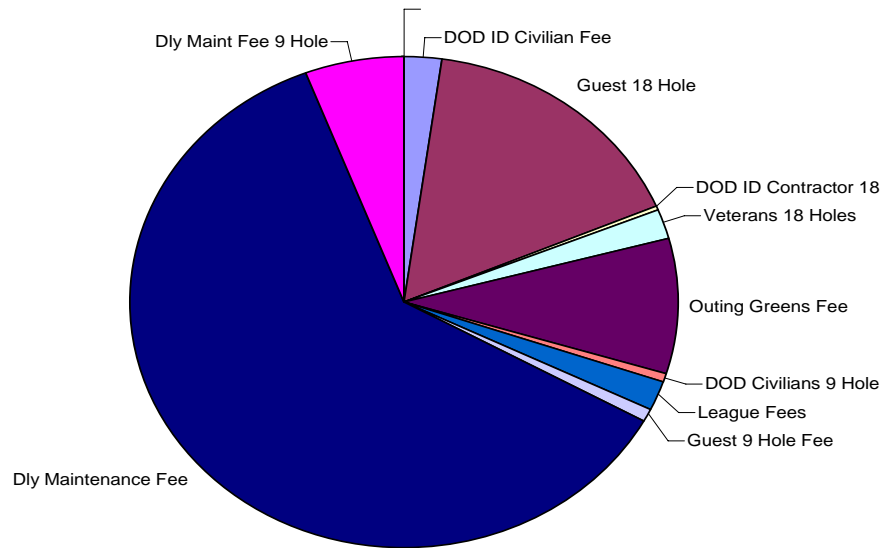
b. Rounds Played Report

| | <u>2000</u> | <u>2001</u> | <u>2002</u> | <u>2003</u> | <u>2004</u> | <u>2005</u> |
|-------------|-------------|-------------|-------------|-------------|-------------|-------------|
| October | 3135 | 2960 | 2957 | 1949.5 | 2043.5 | 2411.5 |
| November | 1545 | 950 | 1537 | 701.5 | 989.5 | 815.5 |
| December | 0 | 28 | 505 | 8 | 1 | 120 |
| January | 0 | 0 | 0 | 0 | 0 | 0 |
| February | 0 | 0 | 0 | 0 | 0 | 0 |
| March | 627 | 0 | 119 | 0 | 0 | 0 |
| April | 2421 | 2331 | 2324 | 1294.5 | 1787.5 | 1313.50 |
| May | 4241 | 3777 | 3361 | 2683.5 | 3056 | 3311 |
| June | 4664 | 4356 | 4369 | 2507.5 | 3475 | 3755 |
| July | 4298 | 4628 | 4463 | 4158.5 | 3667.5 | 3902 |
| August | 3615 | 4000 | 4134 | 3295 | 3209 | 3342.50 |
| September | 5419 | 4815 | 4653 | 4133 | 3562.5 | 3933.50 |
| Total | 29965 | 27845 | 28422 | 20731 | 21791.5 | 23028 |
| | | | 1051(9) | | | |
| Grand Total | | | 29473 | | | |

Golf Pro Comments:

For the 2005 golf season rounds played are below our business plan of 26,000 rounds. However, the addition of the new AF Veteran Program, 1st Responder Commander Approved Program, better playing weather and implementing the 2x Prime-time weekend schedule have produced increases in rounds played. Since late April 2005 we have picked up 73 new Advance fee patrons and 5 Commander Approved members. If we can continue to add Veteran and Commander Approved Members (at the higher rate, the financial core of the golf program will continue to strengthen. We will continue to monitor the tee sheet availability. During the end of this summer season, Prime Time was reaching capacity and guest limitations needed to be enforced. At the current enrollment of 499 primary members, we expect to maintain this strict guest policy. Wednesday and Friday are the strongest days with tee times backing into the 1500 / 1600 range with some tee time availability after 1700. Thursdays and Saturdays are steady as other days fill (w/f/su); Thursdays and Saturdays will accommodate the demand (from w/f/su). Tuesday remains the weakest day with few rounds/\$ generating from the morning ladies league and from the gap in the afternoon prior to the league.

**ROUNDS REPORT
REPORTED BY TRAN CODE**



Rounds By Category of Patron

| | |
|---------|----------------------------|
| 14712.5 | Annual Fee Rounds 63% |
| 3624 | Guest Rounds 15% |
| 1957 | Tournament Rounds 8% |
| 2735 | Other Daily Fee Rounds 11% |
| ----- | |
| 23028 | Total Rounds All Patrons |

c. Daily Fee Veterans Program Update

The Daily Fee Veteran count is currently at 286. This number under the past 3 years average of 350. The decrease in DF enrollment is due to the crossover of daily fee player into the Annual Fee Veteran Program.

2. Golf Superintendent's Report:

a. Cart Paths

The cart paths on holes #12 & 14 have been competed. We plan to start the path on the 9th hole beginning this month.

b. New Carts:

Earlier this month we received 10 more electric E-Z Go carts, bringing out electric cart total to 57. We anticipate having an all electric fleet (70) by next season. We expect to have the electric service for new cart storage (B 40) completed shortly. We will obtain updated schedule from DPW for this planned work.

c. Senior/Ladies Tee Boxes:

Plans are being formulated to renovate 3 of the senior/ladies tee boxes this fall. The 5th, 7th ladies tee and the 8th seniors tee are expected to be rebuilt prior to end of season based on funding. With the 7th tee box given the priority.

d. New Bridge Approaches:

Since replacing 6 of our cart bridges last year, the next step is to provide asphalt ramps to eliminate wash outs. We plan to pave these areas in the fall. Also the 11th bridge requires environmental permits in order to move it upstream. In the mean time the planks will be replaced in order to keep it safe for our patrons.

3. "Round the Council" for discussion of new business:

a. MWR Advertising Program

ATK (Picatinny Contractor) has expressed an interest in developing an advertising proposal with MWR that would consist of advertising space on the golf course and modified patronage privileges (regarding tee time reservations). For an advertising fee of \$3,500.00, the package would include 1 annual fee membership that is enables a specified & limited number of ATK contractor reps (working on the Installation) to make a tee time. The current contractor membership is valued at \$1512.00 and the annual tee sign advertisement is valued at \$1000.00.

In this case, a premium of nearly \$1000.00 would provide ATK the flexibility it requested to meet its needs and for MWR to consider an extension of privileges under the advertising program (that an individual DOD Contractor could not otherwise obtain).

This MWR proposal was endorsed by the council, so MWR will offer it to ATK, consider it a test and be prepared to offer to other DOD contractors that express an interest. The concept is described in the following attachment:



contractor
agreement annual me



Picatinny_Tso3.jpg

UPDATE: MWR subsequently met with ATK representative (Mr. Mango) and Reviewed the terms of this innovative offer. ATK is interested and we will likely secure agreement by end of July.

b. In-house Membership Payment

An advance fee member has been an annual fee member for many years and is protesting the use of Clubworks for billing purposes of his golf dues. He is requesting that the golf club accept his dues at the beginning of the season in a single payment. This can be done through Golf Trac. However, if more members switch to this type of transaction, administrative support will be needed. The golf program has very little administrative support. The Professional staff manages the automated Clubworks system. Adding this service would require additional staffing or man hours. Under the current financial status, the golf program can not afford it. Many years ago, the Army in-house billing programs were divested and the Army joined with the Air Force's contract to use a credit card company for billing services. There was much discussion and the following is the result. An exception will made however, there will be a processing fee of \$ 50 in order to accommodate the individual and enable him to be an annual fee member. MWR will notify the individual of this decision. If needed a meeting between the Garrison Commander and MWR will be arranged to discuss how we developed an alternative that meets customer needs without adding significant administrative burden to MWR/Golf operations.

Comment: MWR and the Garrison Commander to address this issue based on common level of service and Army strategic action plan.

c. Commander approved golf accounts (update): MWR recommendation to add authorization for Commander Approved accounts to the existing categories as follows:

- 1) Town Council member incumbents & supporting Town Administration positions which report to Mayor/Town Council in the partnered MWR Communities. The partnered MWR Communities include: Rockaway Township, Rockaway Borough, Jefferson Township, Borough of Wharton, Denville (N) and Dover (N). BACKGROUND: Copy of current "by position" Commander Approved follows:



Cdr Aprd Quals.pdf
(568 KB)

Discussion comments: There was agreement with the concept, however the council preferred to allow only the Town Council members and NOT the Administrators.

MWR recommendation: A) Include Municipal Council members from partnered communities to the list of "by position" Community Leaders on the Commander. COMPLETED

Approved list. B) Update the listing for 2005 and obtain Garrison Commander's signature. COMPLETED

MWR-notify Mayors of partnered communities. COMPLETED

2) Saint Clare's- delegate CEO privilege (one exception on record) to Vice President Administration & Community Relations. Based on their partnership with MWR/Employee Assistance program on wellness and drug testing MWR recommends approval. Discussion comments: Council concurred.

MWR: Amend "by position" listing of Commander approved To include the VP position. COMPLETED.

MWR- Secure the Garrison Commander's approval. COMPLETED.

MWR- notify incumbent. COMPLETED.

3) The revised "by position" listing of Commander approved golf accounts is updated & enclosed & prepared for the Garrison Commander's signature.



Golf quals 05.doc
(166 KB)

Action: Completed.

d. GOLF TRAC IDs issued (year to date)

277 or 42 % of requirement for 2006 season. No major concern in FY 05. Becomes critical if we install an automated tee time reservation system. This is currently an unfunded line item in the FY 06 golf budget.

e. Dress code.

A recent polling of NJ private, NJ public and other military courses provided consistent information regarding dress code. The courses that are private require slacks and long shorts with collared shirts and permit the new mock neck collar golf shirts. Public access courses will permit most types of clothing with the exception of bathing suits. They do require shirts and shoes to be worn at all times. Military courses varied in policy. Those that were open to the public were more acceptable to a loose dress code.

PICATINNY's dress code will apply to all on an equal basis and is inserted in bold/caps which follows the footnote.

FOOTNOTE: The responsibility for the enforcement of the dress code belongs to MWR/Golf/Pro Shop. It is the customer's right and obligation to inform the Pro Shop of concerns in this regard. It is not the customer's right or duty to address the dress code concern personally with the patron. If a patron is improperly dressed, management will address the matter in a professional manner. The attached Dress Code Policy is used by the golf staff and management. A public version will be posted in the shop, displayed on the web and reviewed at the Spring Meeting. The policy requires all regular/local players to follow rules.

GOLF CLUB DRESS CODE

- **NO SHIRT WITHOUT COLAR-(EXCEPTIONS)
MOCK NECK, AND TURTLENECKS**
- **NO CUT-OFFS**
- **NO BATHING SUITS**
- **NO TANK TOPS**
- **NO METAL SPIKES**
- **HOW TO DEAL WITH A CUSTOMERS WEARING ONE OF THE
ABOVE ITEMS**
 - **ECOURAGE CUSTOMER TO PURCHASE CLOTHING
IN GOLF SHOP**
 - **DISCOUNT ITEM IF NESSASSARY 10-30%
SEE MGR FOR DISCOUNT**
 - **IF SHOP DOESN'T HAVE CUSTOMER SIZE OR
CUSTOMER IS UNHAPPY, THEN ALLOW CUSTOMER
TO PLAY, EXPLAIN DRESS CODE FOR NEXT
VISIT, NOTIFY RANGERS/STAFF SO
CUSTOMER IS NOT APPROACHED AGAIN**
 - **IF OTHER CUSTOMERS COMPLAIN, REVIEW
POLICY AND EXPLAIN TAT EACH NEW
CUSTOMER IS PROVIDED A ONE TIME
EXCEPTION**
 - **NO EXCEPTIONS TO METAL SPIKES**

f. Additional Council Member request:

Jim Orlando, current annual fee golf veteran, would like to submit a request for a volunteer position on the Golf Council. His email letter of request will be distributed in hard copy. Refer to related discussion note on page one. Mr. Orlando will be so advised.

g. Tee Signs Sponsors

We are starting to see some responses from local supporters for advertising space on the tee signs. At the moment, the following holes have been sold and the tee signs are being delivered with installation soon thereafter. Hole 1 - Subsystems, Hole #2 - Chamberlin, Hole #6 is General Dynamics, Hole #18 - MWR, Hole # TBA - ATK. We do expect some support from the Picatinny Credit Union (2 holes) and a few restaurants in the area. John Hill has pledged a personal support of \$500 towards the purchase of a hole and is looking for another supporter to share the expense.

h. Mini Tournaments - Tuesday

Tuesday remains the slowest revenue day of the week as a result from the ladies league and the Picatinny Golf League. An option to look at would be to direct the mini-tournament business from Thursday to Tuesday. Some operational and customer issues still need to be ironed out. The goal would be to strengthen Tuesday and open up Thursday. Thursday is currently running at 60% and 70% capacity. Deferred for further discussion/consideration of alternatives.

i. Speed Golf

A speed golf tournament may be added to the schedule later in the season. We are looking at possible dates and times for the event. We would expect a few members to participate - but like Night Golf - it will not be a revenue generator but more of a customer interest event.

Suggestion is to find a feasible time and date and see what kind of enrollment develops. Matt Mugavero will develop program details (fall event) and coordinate with council for comments.

j. Night Golf- rave reviews-do it again!

k. Maintenance (two items).

The first step cut (transitions fairway cut to rough cut) doesn't seem distinguishable. Examine cost/benefit value. The second issue was wet areas. Some fairways -despite the prolonged dry weather spell- are extremely wet. Examine if extra watering is aggravating the situation and if that the cause, adjust sprinkler heads.

l. Year End scramble plan is Saturday morning scramble 29 October followed by luncheon and awards presentation. Will adjust agenda to meet program objectives, make quality & fun event with appropriate recognition to Golf tournament winners.

m. Safety concerns with outdoor shelters. The shelter on Hole 13 was struck by lightning and was destroyed. A safety concern arose about the lightning protection. A service order was submitted for DPW to investigate current lightning protection and if none to install same. An insurance claim was filed to replace structure

n. Two new crosswalks (Road crossing between hole 1 and 2 and crossing between 17 fairway and green) were recently installed. Two other road crossing cross walks were re-painted (b/t 2 and 3 and 9 & 10).

o. Received a Congressional informal telephonic inquiry (competition concern) regarding the Opening of Picatinny's golf course to Veterans. MWR provided the requested information to the Congressional office that addressed the matter under inquiry.

4. Next council meeting is 2 December 2005, 1000, Pro Shop.

//SIGNED//
John L. Koster
Colonel, U. S. Army
Chairman, Golf Council

 X Approved
 Disapproved
5 Dec Date

//SIGNED//
Kerry Skelton
LTC, MP
Garrison Commander